

Washington State Liquor Control Board's Balanced Mission



Washington's control system helps protect the public by exercising a monopoly over the sale of spirits through a network of state stores and by closely controlling and regulating the sale of beer and wine. Revenue is a by-product of the system, which helps reduce consumption by meeting un-stimulated demand.

Public Safety

Public Safety is the principal goal of the state's control system. Two major divisions, Licensing and Regulation and Enforcement and Education, protect the public by ensuring that laws pertaining to the sale, distribution, manufacture and consumption of alcohol are enforced and the public is made aware of the negative health and social effects associated with alcohol over-consumption.

Enforcement
 Alcohol and Tobacco Compliance
 Licensee Education
 Community Oriented Liquor/Tobacco Enforcement
 Highly Trained Staff

Licensing
 Customer Service Priority
 Rapid Growth in Licensees
 Increased Regulatory Complexity
 Law Rule Policy Revisions
 Increased Legal Actions
 Increased Community Initiatives

Education
 Licensing Workshops
 Diversity Programs
 Alcohol Awareness Campaign

Employee Development
 Mandatory Employee Training
 Career Skills Training
 Training Policy Development
 Civil Service Reform
 Improved Labor Relations

PLAINTIFF'S EXHIBIT	
CASE NO.	CV04-0360P
EXHIBIT NO.	014

6

Liquor Control Board www.lqb.wa.gov (360) 684-1800

DEP EXHIBIT 13
 CA. vs. TANTE
 NOTARY PUBLIC

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Revenue Generation

The LCB's mission is to maximize revenue to the state by operating efficient, convenient and profitable retail stores. Gross bottle sales increased 26.3 percent between 1996 and 2004, and a 4.8 percent growth rate is forecast. The LCB will contribute more than \$3 billion in revenue to the state in the next decade if investments are made now to ensure future growth.

